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Date: December 5, 2002

Patti Hespell
Patti Hespell

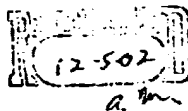
PATENT

#12/C
(WE)
W. Lawler
12/18/02
W. Lawler

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 09/205,119	FILING DATE 03 DEC 1998	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T704-00 (formerly 8887.3004)
TITLE ADVERTISEMENT MONITORING SYSTEM			ART UNIT 2611 EXAMINER LONSBERRY, H.

Box AF
Assistant Commissioner for Patents
Washington, DC 20231



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DEC 17 2002

Technology Center 2600

AFTER FINAL AMENDMENT

Enter
3/3/03
KL

This Amendment is in response to the Office Action mailed November 5, 2002, the due date for responding being February 5, 2003. Please consider the following amendments and remarks. Applicant submits that the Examiner should enter these amendments because the amendments simply add limitations from dependent claims and therefore would not require the Examiner to perform a further search. A clean version of the amendments is in the replacement pages attached to this amendment.

In the Claims

Please amend the claims as follows:

46. (Amended) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:
- monitoring subscriber interactions to advertisements presented;

AF Amendment

-1-

(09/205,119)